

FAILURENAIRE



Failurenaire: How to Start Your Dropshipping Biz Checklist

“The biz model everyone tries, 99% quit, and the 1% flex Lambos in front of hotels they don’t stay at.”



What Is Dropshipping?

Dropshipping is an e-commerce business model where **you sell products online without ever touching the inventory.**

Here’s how it works:

1. A customer buys a product from your store.
2. You forward the order to a third-party supplier.
3. The supplier ships it directly to the customer.
4. You keep the profit margin (if there is one).

You’re basically the **middleman with memes and markups.**



Pros & Cons of Dropshipping



Pros:

- **No inventory** or upfront bulk purchases
- **Low startup cost** — you can start for under \$200

- 🌐 Sell to customers worldwide
 - 🧑 Can be run from a laptop in your underwear
 - 📈 Scalable (if you find a winning product)
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✖ Cons:

- ⌚ **Slow shipping times** (especially from China)
 - 📦 **No quality control** — you never see what's shipped
 - 💬 **Customer service nightmares** are YOUR problem
 - 🔄 **Low margins** unless you price like a savage
 - 🚫 **Saturation is real** — 100 other stores might sell the same thing
 - 😞 **Failureaire hated this** — said it “felt like selling fidget spinners in a dumpster fire”... but hey, people still make it work.
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✅ The Ultimate Step-by-Step Dropshipping Checklist (Beginner-Friendly)

1. 🎯 Pick a Niche That Doesn't Make You Want to Die

Selling random junk is how you become a jabroni with refunds.

Checklist:

- Choose a niche you're *actually* interested in (pets, fitness, gadgets, baby gear, beauty)
- Use Google Trends, TikTok, or Reddit to see what's hot
- Make sure people are buying — not just liking and scrolling

2. 🔍 Find Winning Products (AKA Your Golden Goose)

Checklist:

- Browse TikTok's "#TikTokMadeMeBuyIt" and Amazon bestsellers
- Use tools like:
 - **AliExpress Dropshipping Center**
 - **Zendrop or Spocket** (US suppliers)
 - **Dropship.io** or **SellTheTrend** for spy tools
- Look for:
 - Eye-catching + impulse-buyable
 - Problem-solving or trendy
 - High perceived value (\$30–\$100)
 - Decent profit margin after fees/shipping

3. 🛒 Build Your Store (AKA Your Trap House)

Checklist:

- Use **Shopify** (the easiest for beginners)
- Pick a clean, simple theme (like Dawn or Sense)
- Create a .com domain — no "CoolTrendyDeals247.biz"
- Add these core pages:
 - Home
 - Product page

- FAQ
 - Contact
 - Shipping & Returns
 - About Us (make up a heartwarming story)
 - Add product mockups, price it with profit, write a catchy description
 - Install **Oberlo**, **DSers**, **Spocket**, or **Zendrop** to connect products directly
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4. 🇺🇸 Set Up Payments & Backend Stuff

Checklist:

- Connect **Shopify Payments** or **PayPal**
 - Set up **email notifications** for orders and abandoned carts
 - Choose a currency and shipping rate (offer **free shipping** and bake it into price)
 - Double-check your return/refund policy
 - Test your checkout process by pretending to buy from yourself
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5. 📱 Create Social Media Pages (The Hype Machine)

Checklist:

- Start with **TikTok**, **Instagram**, and **YouTube Shorts**
- Create a brand persona (funny, serious, aesthetic, etc.)
- Post 1–3 videos per day — use trends, sounds, and “wow” content
- Focus on **user reactions**, **unboxings**, and **problems being solved**

- Add your store link in the bio
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6. 🧠 Run Ads (Optional but Speedy AF)

Free traffic is nice. Paid traffic is faster — but risky if you don't know what you're doing.

Checklist:

- Start with **Facebook Ads or TikTok Ads**
 - Use **video creatives** that show product in action
 - Test 3–5 ad sets with small budgets (\$10/day each)
 - Track metrics: CTR, conversion rate, ROAS (return on ad spend)
 - Kill losers fast. Scale winners slow.
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7. 📦 Manage Orders Like a Legend

Checklist:

- Check your dropshipping app daily for orders
 - Forward to supplier automatically (most apps handle this)
 - Send tracking numbers to customers
 - Prepare copy-paste replies for angry emails:
 - “Due to high demand...”
 - “Your order is on the way, thanks for your patience!”
 - “Our warehouse team is working 24/7 (it's one guy in Shenzhen)”
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8. 🚀 Test, Pivot, Rebrand, Restart

Checklist:

- If the product flops, don't cry — just switch it out
 - Rebrand your store name/theme if needed
 - Analyze your content — double down on what goes viral
 - Build an email list if people start buying
 - Consider bundling or upselling as you grow
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9. 🚀 Exit Jabroni Mode, Enter Brand Mode

Checklist:

- Order samples and film real content
 - Add your logo to packaging (via supplier or UGC kits)
 - Build an actual brand identity over time
 - Eventually consider warehousing bestsellers with Amazon FBA or 3PL
 - Sell your store on Exchange Marketplace once it makes consistent \$\$\$
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Final Thoughts from the Failurenaire

Dropshipping can work. But don't believe the guru hype — it's not passive, it's not instant, and you *will* want to rage quit 7 times before breakfast.

But if you treat it like a real biz, focus on good products, build content like a beast, and keep learning — you just might go from “wannabe Shopify bro” to “cash flow king.”

Or at least make enough to buy a steak that isn't microwaved.